

DRAFT

Housing

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INTRODUCTION: FUTUREBR Housing

Planning and developing housing for current and future residents is something that affects every resident of East Baton Rouge Parish. Maintaining a healthy balance of well-planned housing and jobs is important for the long-term sustainability of the region. Well-planned and balanced housing means that Baton Rouge residents have homes that they can afford and are able to choose from a variety of housing styles, sizes and neighborhoods. From a more long-term perspective, it also means ensuring housing availability and affordability that will keep people in Baton Rouge and attract new residents and jobs to the City-Parish. Creating housing options that answer the needs of East Baton Rouge's diverse population, while sustaining and supporting existing neighborhoods, will result in a more prosperous, vibrant and inviting city.

Today, East Baton Rouge Parish is not meeting the demands for of current types and varieties of housing choices of all residents. The housing element identifies the housing market segments that are well-served in East Baton Rouge Parish now, as well as those that will meet the needs of target segments in the City-Parish's future population. As demographics within the country and Louisiana change, East Baton Rouge Parish must ensure that its housing profile is well matched to meet the needs of the City-Parish's future population and economy. If East Baton Rouge Parish cultivates a balanced housing mix that builds on emerging market dynamics, it will have a major competitive economic advantage over its peer cities.

Core Values and Aspirations of the Vision

A diverse group of residents and stakeholders representing all parts of East Baton Rouge Parish provided input through workshops, open houses, interviews, focus groups and survey discussions. Respondents consistently cited the following core values and aspirations they believed should be the foundation for building a vision for East Baton Rouge Parish.

Core values that relate to housing:

Equity: All residents have access to a good education, public services, housing and job opportunities.

Safety: People feel safe where they live, work and play.

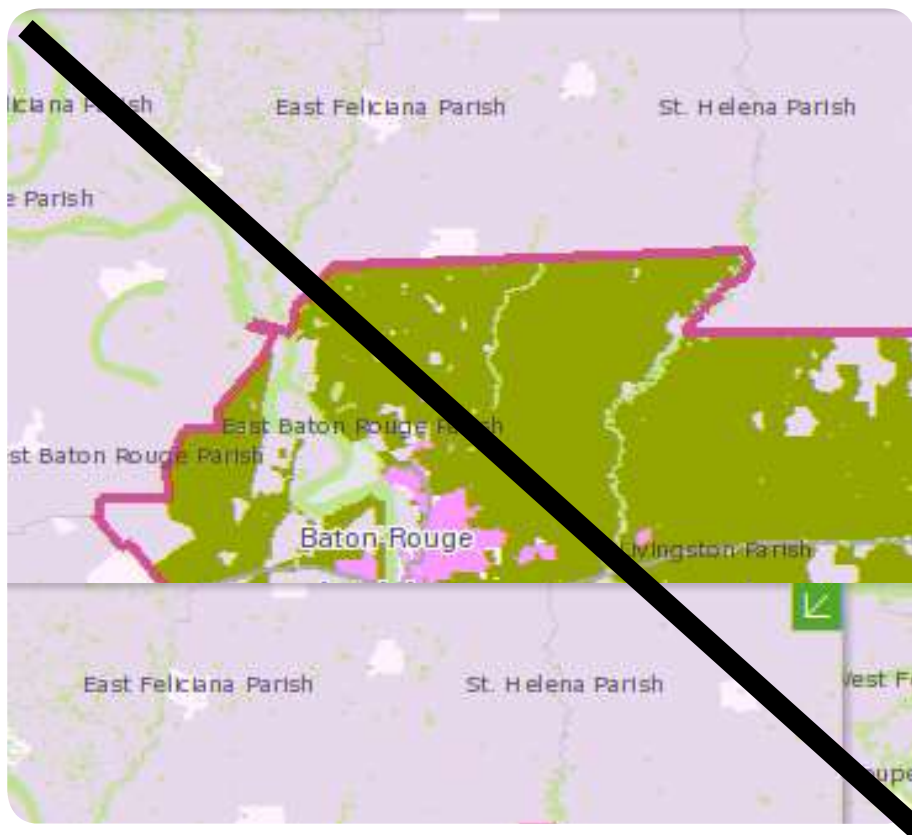
Diversity: The City is known for embracing diversity and acceptance of other cultures, ethnicities and groups.

Strong neighborhoods and communities: Neighborhoods in all areas of the City-Parish are desirable places to live and have a range of housing types and nearby amenities to serve the City-Parish's residents.

Sustainability: The future reflects the creativity and resiliency of East Baton Rouge Parish's young residents and offers a sustainable place for youth to thrive – with a focus on building a future based on fiscal, physical, environmental, economic and equitable sustainability.

PART 1: East Baton Rouge Parish's Housing Today

The first step in planning housing that will meet East Baton Rouge Parish's future needs is to evaluate existing housing stock and compare it to housing preferences and affordability. Housing affordability is commonly defined as spending not more than 30 percent of gross household income on housing. By this definition, there are many renters and owners living in housing they cannot afford.



When transportation costs are considered together with housing costs, centrally located neighborhoods are often the most affordable. Although housing price may be lower away from the City's center, transportation costs are often higher.

- Combined transportation and housing costs are above 45% of income for a typical household
- Combined costs are below 45% and considered affordable

Source: Center for Neighborhood Technology, <http://htaindex.cnt.org/DataisfromCensus2000>.



Spanishtown: an urban, walkable neighborhood with lower transportation costs than outlying areas.

But, housing affordability certainly goes beyond just housing costs and income. It also directly relates to where affordable housing is located and the associated transportation costs of getting around. People living in low-density housing on the periphery of a region rely almost exclusively on cars as the primary mode for transportation, often travelling many miles for everyday needs. These households are particularly vulnerable to fuel price shocks and traffic delays. The Center for Neighborhood Technology (CNT) has pioneered today's evolving definition of housing affordability as it relates to transportation. CNT found that combined housing and transportation costs should be less than 45 percent of gross household income in order to be affordable. In East Baton Rouge Parish, the average expenditure for housing and transportation in East Baton Rouge Parish is ~~50.9~~ **51** percent of median household income.

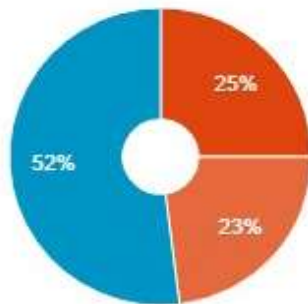
By increasing transportation and housing options to address changing market demands, the City-Parish will go a long way toward creating many affordable neighborhoods. East Baton Rouge Parish has an opportunity to plan today for housing in neighborhoods that are accessible to pedestrians and bicyclists and that are served by transit.

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Average Housing + Transportation Costs % Income

Factoring in both housing *and* transportation costs provides a more comprehensive way of thinking about the cost of housing and true affordability.

● Housing
● Transportation
● Remaining Income



Affordability is more accurately measured by considering housing and transportation costs. According to the Housing and Transportation Index, on average housing and transportation costs comprise 47% of income in East Baton Rouge Parish; housing costs 25% of income, while transportation costs 23% of income.

The H+T Index tabulates the percentage of the total population

Source: H+T Index, 2017. East Baton Rouge Parish.

Housing + Transportation Costs % Income ?

Average : 47% Range: 32 - 118

Population	Household	Neighborhood
	Population	% of Population
< 24%	0	0%
24 - 36%	20,531	9.2%
36 - 45%	93,517	42%
45 - 54%	62,074	27.9%
54 - 66%	34,191	15.3%
66 - 78%	8,628	3.9%
78 - 87%	2,828	1.3%
87% +	992	0.4%
Total	222,761	100%

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Part 1: Housing Today

Rental Housing

~~One of the lessons emerging from the current housing downturn is that~~ In recent years renting has become an increasingly desirable, and in many cases necessary, option for individuals and families. ~~Within the Parish, more than half (53 percent) of African-American households rent their homes, compared with 28 percent of white households.~~ Within the Parish, more than half (55%) of African-American households rent, compared with 39.5% of white households (ACS 2015 5-Year Est.).

An increasingly mobile workforce values flexibility; renting allows for flexibility and choices that homeownership does not. Younger households and students contribute greatly to rental demand. Twenty percent of renter-occupied housing units have a householder 15-24 years old; 30 percent have a householder 25-34 years old. ~~For example, 73 percent of households that are headed by someone younger than 35 are renter-occupied, compared with 18 percent of households headed by someone older than 60.~~ This trend is projected to continue over the long term.

Forty percent of the Parish's housing is renter occupied. ~~Most rental units available today within East Baton Rouge Parish are affordable to households earning \$15,000-\$35,000. The median household income for East Baton Rouge Parish's renter-occupied households was \$25,370 in 2008, compared with \$63,792 for owner-occupied households. Currently, those with incomes close to the median are well-served by the rental market.~~ As of 2015, renter-occupied median household income was \$29,729, contrasted with \$69,865 for owner-occupied median household income. Both represent moderate increases from \$25,370 for renter-occupied, and \$63,792 for owner-occupied respectively, since the Comprehensive Plan was originally adopted in 2011.

The median gross monthly rent was \$842 in 2015. A renter earning the renter-occupied median household income cannot pay more than \$8,918/annum without violating the 30 percent housing affordability rule. The median gross rent totals \$10,104; thus rent is still unaffordable for those making less than the renter-occupied median household income.

~~Almost 92 percent of East Baton Rouge Parish's rental stock is priced for those earning less than \$35,000, making rental housing a readily available option for households within this income bracket.~~

~~However,~~ For many renters within the Parish, housing costs are still unaffordable. (this would appear to contradict the paragraph above) Approximately 51 percent of East Baton Rouge Parish's renters spend more than 30 percent of their incomes on housing. Unaffordable housing costs have most greatly

affected renter households earning less than \$15,000, making them particularly prone to overpaying – spending anywhere from 35 percent to 50 percent of their incomes on housing.

~~At the other end of the income spectrum, 32 percent of renter households earn more than \$35,000 per year. At the other end of the spectrum, 43 percent of renter households earn more than \$35,000 per year.~~ People with higher incomes usually spend a significantly smaller portion of their income on rental housing. ~~However, since the majority of units are priced within reach of households earning less than \$35,000, East Baton Rouge Parish lacks mid- to upper-scale rental options that come at a price premium. Renter households earning more than \$35,000 are “forced” by the market to live in less expensive housing (which could lack the amenities they desire), or move to another parish which has more desirable rental housing options.~~

~~With tightened mortgage lending and an increasingly competitive job market, renting makes more sense for many households. It will be important for East Baton Rouge Parish to provide an equitable distribution of rental choices – or risk being left behind by its peer cities that successfully provide rental housing options across the income spectrum.~~



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East Baton Rouge Parish, Louisiana		
Gross Rent as % of Household Income in Past 12 Months	Estimate	Percent of Population
Total:	68,157	40.30%
Less than 10.0 percent	2,714	1.60%
10.0 to 14.9 percent	5,486	3.24%
15.0 to 19.9 percent	6,871	4.06%
20.0 to 24.9 percent	6,773	4.00%
25.0 to 29.9 percent	6,271	3.71%
30.0 to 34.9 percent	5,407	3.20%
35.0 to 39.9 percent	3,834	2.27%
40.0 to 49.9 percent	5,609	3.32%
50.0 percent or more	19,672	11.63%
Not computed	5,520	3.26%

Source: US Census. American Community Survey. 5 year estimates: 2011-2015.

For nearly 20,000 households, monthly gross rent is 50% or more of household income.



Part 1: Housing Today



Owner-occupied Housing

Most of the ownership housing in East Baton Rouge Parish is detached single family which points to an opportunity to build more compact single-family housing types that include townhomes, condos and cottage homes. ~~In 2008, 61 percent of housing within the East Baton Rouge Parish was owner-occupied.~~ **In 2015, 59.7 percent of housing within East Baton Rouge Parish was owner-occupied - a modest decrease from 61 percent in 2008.** The profile of owner-occupied households is somewhat different than renter-occupied housing. **Owner-occupied median household income was \$69,865 in 2015;** the median household income for East Baton Rouge Parish's owner-occupied households in 2008 was \$63,792.

~~Within the Parish, 72 percent of households with a white householder are owner-occupied, compared with 47 percent of households with an African-American householder.~~ **Within the Parish, 62.4 percent of households with a white householder are owner-occupied, whereas 35.1 percent of households with an African-American householder are owner-occupied (ACS 2015 5-year Est.)** In addition, age plays a key role in homeownership within the Parish. ~~In 2009, 27 percent of households with a householder under the age of~~

~~35 were owner-occupied, compared with 82 percent of those with a householder over age 60.~~ **In 2015, 12.4 percent of households with a householder under the age of 35 were owner-occupied, compared with 23 percent of those with a householder between 55-64, and 15.7 percent for 65-74.**

Consumer research by Arthur C. Nelson at the University of Utah, Robert Charles Lesser and Company (RCLCO) and others shows that consumers increasingly demand denser housing. If local and national trends hold true, much of East Baton Rouge Parish's future demand for ownership units will be condominiums, smaller townhomes and compact single-family homes with smaller footprints on smaller parcels. These products could run the spectrum from basic entry-level condos for first-time homebuyers to luxury townhomes and well-designed detached smaller single-family homes. ~~Figure 3 illustrates the number of units per building in East Baton Rouge Parish and also the need for more owner-occupied housing types beyond detached single-family housing.~~

HOUSING

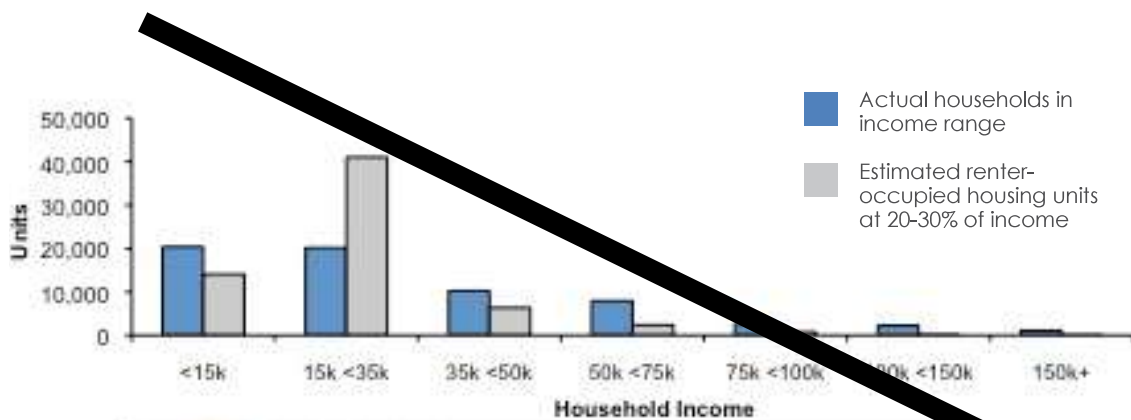
Part 1: Housing Today

	Occupied Housing Units	Owner-Occupied Housing Units
Occupied housing units	169,120	100,963
HOUSEHOLD INCOME IN THE PAST 12 MONTHS (IN 2015 INFLATION-ADJUSTED DOLLARS)		
Less than \$5,000	4.60%	2.10%
\$5,000 to \$9,999	5.00%	2.30%
\$10,000 to \$14,999	5.90%	3.20%
\$15,000 to \$19,999	5.90%	3.80%
\$20,000 to \$24,999	5.30%	4.10%
\$25,000 to \$34,999	10.40%	8.30%
\$35,000 to \$49,999	13.50%	12.40%
\$50,000 to \$74,999	16.20%	17.50%
\$75,000 to \$99,999	11.50%	14.70%
\$100,000 to \$149,999	12.50%	17.70%
\$150,000 or more	9.10%	14.00%
Median household income (dollars)	49,285	69,865

Source: US Census. American Community Survey: 5 year estimates: 2011-2015.

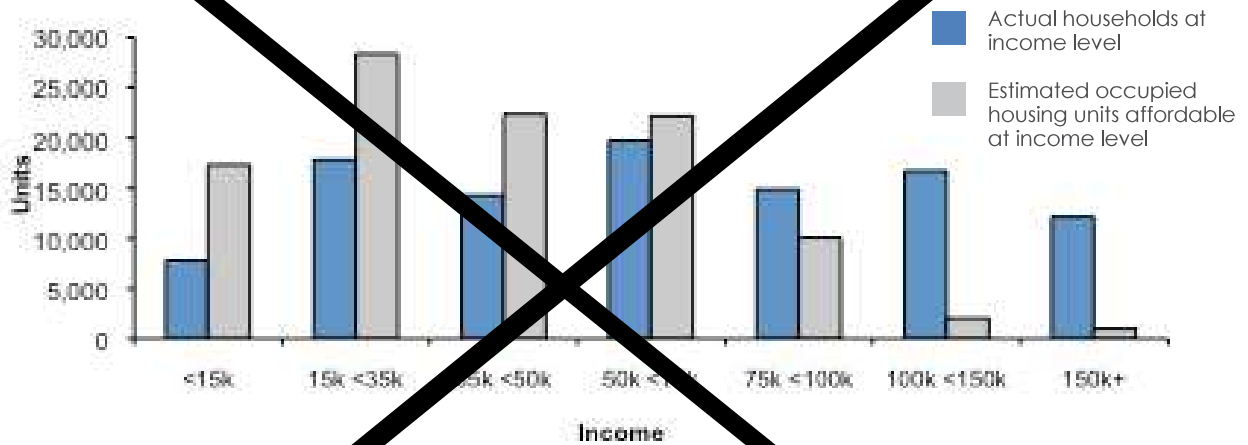
Figure 1 shows the occupied units that are priced at 30-percent of each income level compared with rental household incomes across the City-Parish. There is currently a surplus of housing that meets the needs of those at the \$15,000-\$35,000 income level. However, there is a lack of affordable housing for those with incomes under \$15,000 and not enough upscale rental housing for those with incomes above \$35,000.

Figure 1: Incomes of Rental Households Compared with Occupied Units Priced between 20-30% of Household Income, 2008

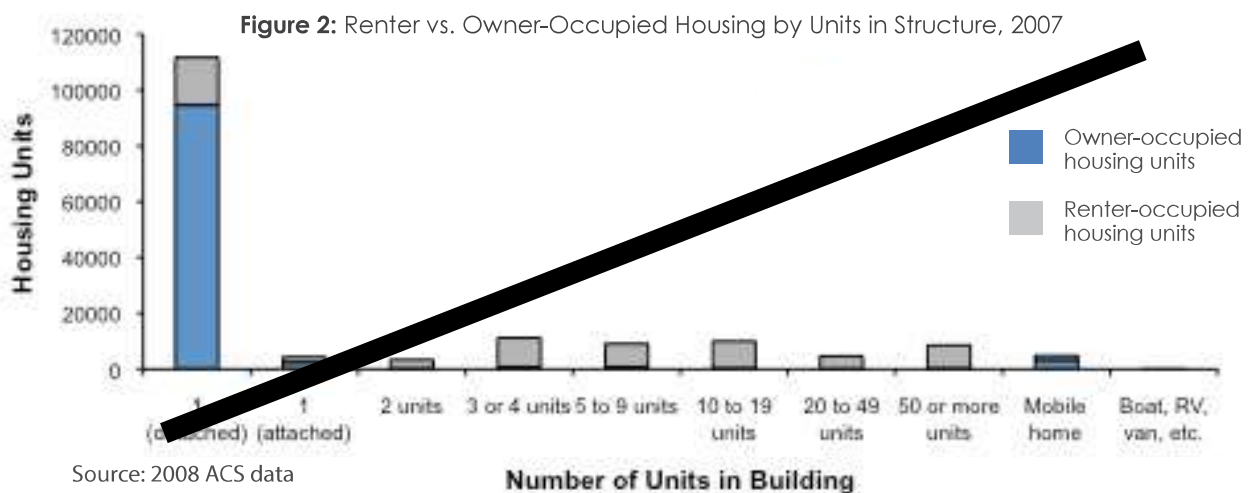


Sources: 2008 ACS data and Fregonese Associates modeling

Figure 3: Comparing actual owner household incomes with occupied units with gross rent at 20-30 percent of each income level, 2008



Sources: 2008 ACS data and Fregonese Associates modeling



Source: 2008 ACS data

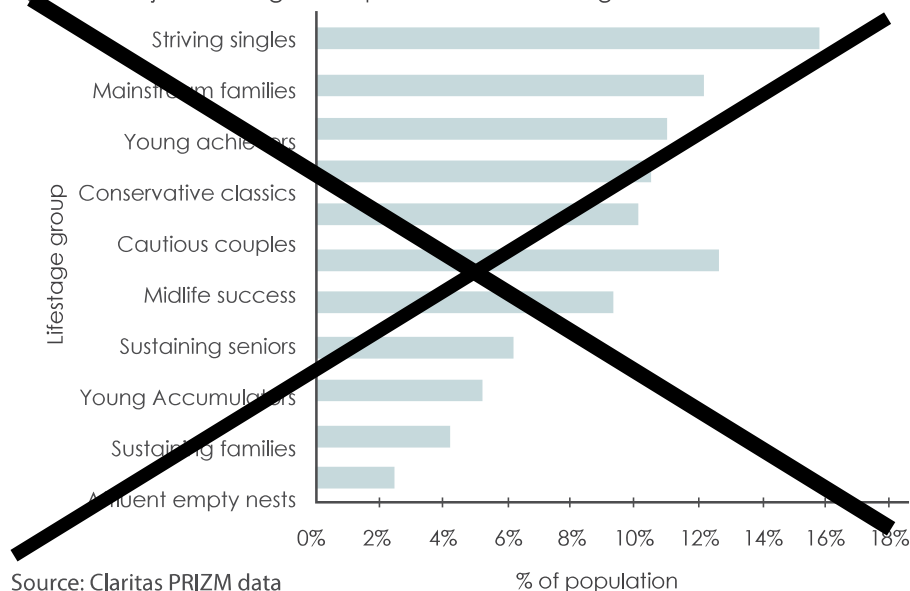
PART 2: East Baton Rouge Parish's Future Housing Need

Emerging Market Segments

American demographics are shifting and Baton Rouge is certainly no exception. One of the biggest of these demographic shifts is declining household size. Decades ago the housing market was focused on providing single-family housing that met the needs of families with children. Today the majority of new homes are one- and two-person households. The occupants of these small households may be any age – ranging from students and young professionals to retired seniors. In particular, aging baby boomers are a huge and growing group whose housing must be met.

Urban Land Institute (ULI) recently published *Housing in America*, a report that summarized the four demographic groups that will drive the new housing market nationally over the next several decades:

Figure 4: Major Life Stage Groups in East Baton Rouge Parish



Part 2: Future Housing Need

Table 1: Major Life Stage Groups and Preferred Housing Preference in East Baton Rouge Parish

Lifestage Group	Age	Annual HH Income	HH Size	Kids	# of Households	% of Total	Current Housing Preferences	Tendency to Prefer Compact Neighborhoods
Striving Singles	20-30	<\$25K	1	No	26,894	15.9%	Apartments, dorms and mobile homes	High
Mainstream Families	30-55	<\$30-75K	3+	Yes	20,616	12.2%	Small single-family and mobile homes	Medium
Midlife Success	30-50	>\$100K	1-2	No	21,441	12.7%	Mostly suburban ownership	Medium
Young Achievers	20-30	\$30-100K	1	No	18,508	11.0%	City apartments and condos	High
Conservative Classics	55+	\$50-75K	1-2	No	17,829	10.6%	Suburban single-family	Low
Cautious Couples	55+	\$10-50K	1-2	No	17,155	10.2%	Ownership single-family	Medium
Sustaining Seniors	65+	<\$25K	1-2	No	15,801	9.3%	Small single-family and apartments	High
Young Accumulators	25-45	\$50-75K	3+	Yes	10,466	6.2%	Suburban single-family	Low
Sustaining Families	<45	<\$50K with most <\$30K	3+	Yes	8,951	5.3%	Apartments and mobile homes	Medium
Affluent Empty Nests	45+	>\$75K	1-2	No	7,049	4.2%	Large single-family	Low
Accumulated Wealth	30-55	>\$100K	3+	Yes	4,277	2.5%	Large single-family	Low
TOTAL					168,987	100%		

Source: Claritas PRIZM data

- **Baby boomers (born 1945-1965)**, who will constitute a senior population unprecedented in size, and whose housing demands will include more compact housing, townhomes, and apartments.
- **Generation X (born 1965-1980)**, many of whom will be unable to sell their current suburban homes to move to new jobs.
- **Generation Y Millennials (born 1980-1995/2000)**, who may be renting housing far longer than did past generations.
- **First- and second-generation immigrants**, who may want to move to the suburbs but may find housing there too expensive, even after the current drop in prices.

RCLCO's national housing research specifically suggests that **Millennials** ~~Generation Y is~~ **may be** the largest target market for the urban housing types. People in this generation seek housing that is pedestrian-oriented, convenient, and within a diverse and balanced neighborhood. The research estimates that 77 percent of Generation Y plan to live in an

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Part 2: Future Housing Need

Housing Types



Nicholson Drive.



Bellline. Mid City.



Old South Baton Rouge.

APARTMENTS, CONDOS

Multi-family housing – with two or more units – has become stigmatized in East Baton Rouge Parish and other parts of the country as only a low-income rental housing type. However, a number of successful multi-family developments, at a range of price points and scales, are helping to break this stigma. East Baton Rouge Parish's future multi-family housing will be designed to fit into the scale of the existing neighborhoods. For example, mid- and high-rise units would be reserved for downtown Baton Rouge or other higher density neighborhoods. And while most multi-family units in East Baton Rouge Parish today are renter-occupied, changes in future demographics point to high demand in the future for both high-quality rental units and condos.

In addition to multi-family in single-use buildings, many cities have developed areas with mixed-use buildings that include both commercial and residential uses. Mixed-use condominiums and apartments are combined with ground floor retail or office space, usually on a main street or transit corridor. They typically feature internal access so the street frontage is reserved for storefronts. These buildings can be owner or renter occupied. In some cases they could also provide student housing near Louisiana State University, Southern University or Baton Rouge Community College.

TOWNHOMES, LIVE-WORK UNITS

Townhomes are generally two to three stories tall and are designed to fit well in many types of residential neighborhoods, including as neighborhood infill housing. Townhomes can also be clustered around environmental constraints such as slopes or bodies of water on parcels that could not effectively support single-family development. Townhomes can vary considerably in design and architectural style, and may be either owner or renter occupied.

Live-work units are similar to townhomes but are designed to combine residential and small business space. The "work" area is typically located on the ground floor and features large windows and flexible spaces for offices, retail or services. The "live" area is typically on the upper floors. Live-work units are well-suited for the needs of neighborhood and personal services ~~such as salons and travel agencies or professional offices for architects, accountants or attorneys.~~

SMALL-SINGLE FAMILY, COTTAGE HOUSING

Many residents of Baton Rouge, as well as newcomers, will be seeking a single-family option. With this in mind, East Baton Rouge Parish has an opportunity to develop new single-family homes on lots under 5,000 square feet in size. Some small lot single-family designs include homes oriented around a communal courtyard or cottage-style homes. Others are designed in more traditional patterns. These smaller lot single-family homes would be primarily owner occupied.

Part 2: Future Housing Need

urban core. In order to grow and retain its share of regional growth, East Baton Rouge Parish will specifically need to attract **Millennials** members of Generation Y and encourage recent LSU and Southern graduates to stay after graduating. Additionally, many baby boomers will seek housing that is convenient, social, and low maintenance – another prime urban target.

Taking this analysis one step further, the FUTUREBR team used Claritas PRIZM data to identify the market segments comprising the largest percentage of East Baton Rouge Parish's population today. Claritas PRIZM is a proprietary data provider that creates "snapshots" of households based on demographic traits, lifestyle preferences and consumer behaviors. Figure 4 shows the diversity of people within the major life stage groups and Table 1 summarizes their general demographic makeup.



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Part 2: Future Housing Need

East Baton Rouge Parish has a broad spectrum of housing needs and preferences. The last column of Table 1 shows the tendency of different demographic groups to live in various housing types in compact neighborhoods. In particular, segments including “striving singles” and “sustaining seniors” would be interested in high-quality housing in diverse and thriving compact neighborhoods. In addition, many families within the “mainstream families” and “sustaining families” may prefer housing within compact neighborhoods if it were the right fit for their situation.

The demographic diversity of preferences within the Parish points to the need opportunity for East Baton Rouge Parish to provide lifecycle housing – a concept designed to allow a people to live in the same neighborhood through all phases of life. Apartments, condos, townhomes, and some compact single-family homes can be designed for a household’s entire life cycle. These housing types are described further below.

Sustainability and Housing Resiliency

The national movement toward addressing climate change and reducing carbon dioxide emissions will have broad implications for East Baton Rouge Parish’s housing sector. The housing types described above all have lower energy costs and a lower carbon footprint, even those houses built using conventional materials. This is due to smaller unit sizes, new materials with high-quality insulation, and shared walls in many of the units. Homes designed with energy efficiency features not only reduce energy use, but also save residents significant money every month.

East Baton Rouge Parish is making efforts to encourage sustainable building practices, such as providing information and technical assistance with LEED certification on its website. East Baton Rouge Parish hopes to lead by example by creating a sustainability plan for government operations. While it is certainly important to develop energy efficient features in new housing, the reality is that the majority of the City-Parish’s housing in 2030 will be some variation on the housing stock that exists today – meaning that the City-Parish must actively work with homeowners and renters to increase the energy efficiency of existing homes. East Baton Rouge Parish should explore opportunities to partner with the private sector to expand these efforts in the future.





The Importance of Diverse and Inclusive Neighborhoods for the Future Housing Diversity

The cities of the future will serve as magnets for creativity. Baton Rouge is well-positioned to expand its role in this arena – and will likely be competing with other metro areas in the Southeast, such as Atlanta and Austin. Like housing, neighborhoods must also meet the needs of people who wish to live in East Baton Rouge Parish. By creating and sustaining a diverse and inclusive collection of neighborhoods in East Baton Rouge Parish, the Parish will be poised to attract innovative companies with quality jobs. This means Baton Rouge should focus on tangible and intangible ways of creating neighborhoods that are appealing to a diverse population, multiple ethnic groups, immigrants, gays and lesbians, and other diverse populations. This is certainly the direction other leading Southern cities have taken – and will be a key strategy for Baton Rouge.

East Baton Rouge Parish has identified several priority economic sectors (see the Economic element). These clusters drive a significant portion of the economy for both the City Parish and the region. These sectors include:

- Advanced manufacturing
- Corporate facilities and headquarters operations
- Digital media
- Emerging energy and bio-fuels
- Entertainment and film production

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Part 2: Future Housing Need

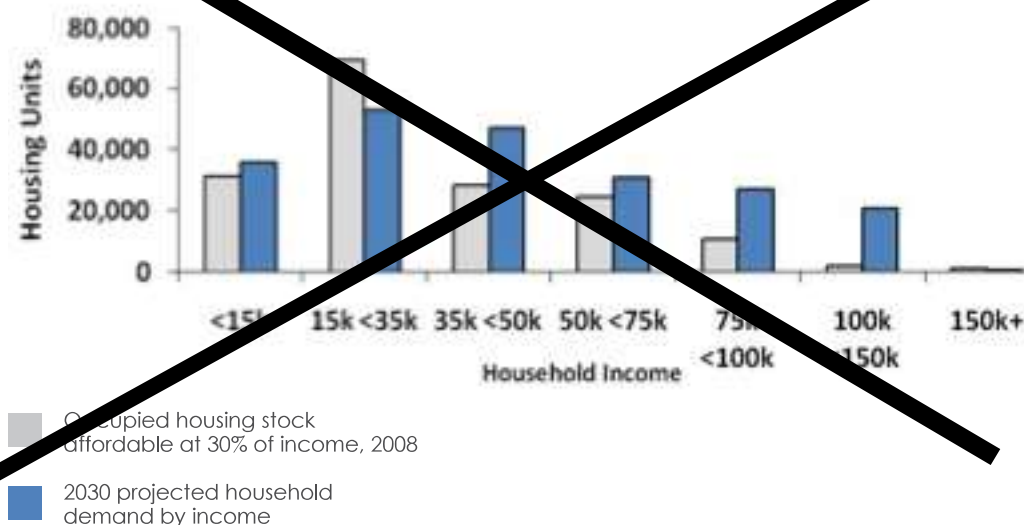
- ~~Specialty chemicals~~
- ~~Specialty medical/biomedical, with concentration on obesity and diabetes~~

A common thread among these economic sectors attracted to the Parish is the need for a high-quality workforce. Baton Rouge's higher education and research facilities and relatively low cost of living, compared with its competitor cities, are attractive to these well-educated demographics. However, it's important that the City-Parish also plan for a broad mix of housing types, including the more urban types such as townhomes, apartments and condos that are not frequently readily found in the City-Parish today.

Technology and Housing: High Speed Broadband Availability

High speed Internet access at home is a part of everyday life for many residents in the City-Parish. While most homes in East Baton Rouge Parish have access to broadband, federal data indicates that approximately 1,500 households do not have access to broadband connections. It is important that the City-Parish remain aware of the needs of these households in the future. The City-Parish must work to provide internet

Figure 5: Projected Housing Demand in 2030 Compared with Current Occupied Housing Stock



Sources: U.S. Census, 2008 ACS data, and Fregonese Associates modeling

access for these and other households which, due to lack of training, hardware or funds to afford service, remain disconnected. From an economic development perspective, bridging the digital divide means that residents are able to search for employment opportunities, work from their homes, participate in distance-learning and communicate with friends and others. New technologies can lead to an increase in home-based businesses, which means fewer transit trips and cars on the road at peak hours.

What Do These Trends Mean for East Baton Rouge Parish's Housing?

Even cities that already host a robust housing mix are not always adequately planning for their future housing. The housing demands of East Baton Rouge Parish's future market segments will differ from the housing demands of the past and present because of demographic shifts.

To tie these housing trends with East Baton Rouge Parish's future, FUTUREBR included future scenarios based on an aspirational housing forecast. This forecast shows the City-Parish growing **by more than 48,000 households**. ~~to more than 216,359 households by 2030 (an increase of more than 48,000 households)~~. As such, over the coming decades, East Baton Rouge Parish could expect an average of more than 2,400 new households per year by 2030— highlighting the critical role housing planning will play for the City-Parish's future.

According to the demographic forecasts of the U.S. Census and the State of Louisiana (available at the parish level), an aging, population profile is developing in East Baton Rouge Parish, consistent with national trends. Based on East Baton Rouge Parish's housing forecast reflecting these demographic shifts, a future housing profile has been forecasted for the City-Parish. This housing profile should be considered the midpoint of a range, since the housing forecast and housing needs may vary. ~~Figure 5 shows the projected housing demand in 2030 next to the current occupied housing stock in 2008. This shows the potential gaps in housing supply that could provide opportunities for new development.~~

The aspirational forecast points to opportunities to meet East Baton Rouge Parish's future housing needs at both the lower and upper ends of the market. In particular, developing subsidized affordable housing for households earning less than ~~\$15,000~~ **\$25,000** (and preserving the affordable housing options that exist today) will be critical. Equally important will be encouraging the market to provide additional housing options to owner and renter households earning between \$35,000 and \$100,000 annually. Because these households can afford \$875-\$2,500 per month in housing costs, a larger range of housing types become feasible for development.

Housing Targets for the Future

The Claritas PRIZM, described briefly above, is useful in helping the City-Parish to understand the specific mix of household types and neighborhoods that are increasingly preferred by these groups. It also will help ensure that East Baton Rouge Parish maintains a competitive advantage in attracting the groups detailed above.

Table 2 estimates how many members of each demographic segment will live in the Parish in 2030. Based on those 2030 demographic estimates assumptions, on national and regional housing data, and on trends about the housing decisions, likely household types were created and the number of units of each were identified.

East Baton Rouge Parish will experience a large population increase of **Millennials Generation Y**, which falls into the 25-44 age group and the early parts of the 45-64 age groups in 2030. Additionally, the baby boomers moving into their senior years means that East Baton Rouge Parish will need to provide housing for more than 18,000 new senior-led households. Based on the national research summarized above and the forecasts for the City-Parish, there should be a total of 48,000 new housing units needed for 2030 (see Table 3).

Under the aspirational forecast, the region would grow by 98,000 people, constituting nearly 48,500 households. Based on demographic analysis, the mix of housing needed to address future housing needs in 2030 will be different from housing available today. New homes would need to include a large mix of compact housing types. Detached homes would comprise about 57 percent of new units, but most of these will be compact infill styles. Up to 39 percent of new housing will be in the form of compact single-family homes.

Attached housing would comprise around 43 percent of new homes. Diverse housing types would fit well in many types of neighborhoods within the City-Parish. Downtown Baton Rouge is a prime area for apartments, condos and some townhomes along the edges of the downtown.

Close-in neighborhoods, such as Mid City and Old South, have potential for infill mixed-use development, townhomes, and some compact single family. The university districts around LSU and Southern University are ideal not only for student housing, but also for people of all ages who are looking for a vibrant, youthful neighborhood. New neighborhoods, such as **Ardendale Cortana**, could accommodate a mix of townhomes and compact single-family homes along with more traditional single-family homes. In short, the future of housing in Baton Rouge needs to **Baton Rouge must** supply an equitable distribution of housing in the future to meet the needs of every family, regardless of their



Table 2: Demographic Groups, New Households in East Baton Rouge Parish, and Preferred Housing Types

Demographic Group	Households (2008)	Households (2030, est.)	New Households (2008-2030, est.)	Ideal Neighborhood(s)	Likely Housing Choices
<25	16,631	18,136	1,505	Downtown Inner neighborhoods (like Mid City and Old South Baton Rouge) University districts	Apartments Mixed-use residential
25-44	60,201	75,412	15,211	Downtown Inner neighborhoods Other walkable neighborhoods	Apartments/condo Mixed-use residential Courtyard housing Single family
45-64	61,783	74,930	13,147	Walkable neighborhoods Traditional Neighborhood Design	Apartments/condos Mixed-use residential Courtyard housing Compact single family
65+	29,286	47,881	18,595	Walkable neighborhoods near health care and other services	Apartments Mixed-use residential Townhomes Senior housing



Table 3: Projected Demand for Housing Units in 2030 by Unit Type

Housing Type	Additional Units Needed for 2030	% of Total New Units
Traditional single family	8,476	17.5%
Compact single family (<i>infill and New Urbanist-style</i>)	18,903	39.0%
Apartments and condos	16,721	35.0%
Townhomes and live-work units	4,158	5.9%
Total	48,458	100%

PART 3: Goals, Objectives and Actions to Achieve the Vision

This section details the housing goals, objectives and actions that will move East Baton Rouge Parish toward the community's Vision.

Goals are the big overarching ideas, changes or practices that are essential to realize the community's Vision.

Objectives establish specific, measurable, attainable and realistic goals that guide how the Comprehensive Plan is implemented in a way that will achieve the Vision.

Actions outline the steps needed to achieve the objectives.

STRATEGIC IMPLEMENTATION PLAN:

In addition to goals, objectives and actions, the Plan recommends the strategic actions that should be taken in the first 3 to 5 years following plan adoption. These strategic actions are found in the Strategic Implementation Plan.

HOUSING

Part 3: Goals, Objectives and Actions

Housing Goal 1

Create a balanced housing supply.

Objective 1.1

~~Establish~~ **Determine** the existing housing conditions and promote a greater range of housing types, sizes, densities, and price points to enhance lifestyle choices, affordability, and diversity.

Actions that support objective 1.1:

- 1.1.1 Conduct a housing needs assessment to determine the amount, location, condition and cost of rental and ownership housing in East Baton Rouge Parish.
- 1.1.2 Identify ~~target areas~~ **where affordable housing is needed**, and ~~encourage living-wage housing in those areas.~~
- 1.1.3 ~~Expand~~ **Provide** incentives for revitalization and rehabilitation of existing houses ~~in target areas.~~
- 1.1.4 ~~Provide~~ **Support the development of** additional rental units and housing **units** for the middle-class **income** market.
- 1.1.5 ~~Create a framework to monitor and reevaluate target areas~~ **periodically** every five years to ~~determine the effectiveness of the strategies and to name new areas.~~ **Periodically review the effectiveness of housing strategies.**
- 1.1.6 Maintain and monitor a database of housing permit activity, developable land supply, and residential zoning capacity to track progress ~~toward housing targets and to enable adjustments during plan implementation~~

Housing Goals

~~Five key goals emerged for East Baton Rouge Parish's housing analysis and public engagement process. These priorities are linked to tangible goals and achievable policies to move the City Parish toward its desired housing future.~~

1. Create a balanced housing supply.
2. Coordinate housing planning with the region.
3. Ensure that East Baton Rouge Parish's existing neighborhoods are stable and strong.
4. Coordinate housing and economic development efforts.
5. Promote sustainable, energy-efficient housing in transportation-efficient neighborhoods.

Part 3: Goals, Objectives and Actions

- 1.1.7 Revise UDC and permit by right small lot development in areas of the Parish where small lots are typical.

Objective 1.2

Leverage partnerships to create affordable housing options.

Actions that support objective 1.2:

- 1.2.1 Use existing federal, state and local government programs, public-private partnerships, and incentive programs to identify and meet the housing needs of low- and moderate-income residents.
- 1.2.2 Research and establish an affordable housing trust fund to help leverage local and federal funds that can be used to create affordable housing in the targeted regions.
- 1.2.3 Coordinate HUD Consolidated Plan recommendations with FUTUREBR policies.
- 1.2.4 Encourage the use of CDBG, HOME and other HUD funds to support housing goals.
- 1.2.5 Partner with non-profit housing developers to create high-quality affordable housing.
- 1.2.6 Create regulations and Develop incentives for private developers —specifically within the target areas but also throughout the City Parish— to encourage affordable housing and a range of housing prices in private developments.
- 1.2.7 Continue rehabilitation programs in the form of grants or loans for low-income households.
- 1.2.8 Reduce the complexity and time frame for buying acquiring Simplify the process for buying acquiring

clear title on adjudicated properties (properties that have been placed in state or local government hands because property taxes have not been paid) so that public agencies and private developers can revitalize neighborhoods and create decent affordable housing.

Objective 1.3

Provide supportive and transitional housing for the Parish's special needs populations.

Actions that support objective 1.3:

- 1.3.1 Partner with non-profit organizations that to reduce homelessness.
- 1.3.2 Identify the individuals using the most public services and offer them priority access.
- 1.3.3 Research and provide emergency shelter assistance for eligible individuals and families affected by disaster, domestic violence, or homelessness.
- 1.3.4 Continue providing separate transitional services that include housing, education and workforce training for youth under the age of 24, such as Kaleidoscope and the Baton Rouge Alliance for Transitional Living.

Objective 1.4

Provide many affordable housing options for seniors.

Actions that support objective 1.4:

- 1.4.1 Provide counseling and assistance to seniors seeking to "age in place."
- 1.4.2 Provide housing options for multi-generational families.
- 1.4.3 Create Support the development of new

HOUSING

Part 3: Goals, Objectives and Actions

senior housing in downtown Baton Rouge and inner neighborhoods that is near transit, medical facilities and other services.

Objective 1.5

Encourage higher density housing in downtown, inner neighborhoods and university districts.

Actions that support objective 1.5:

1.5.1 Amend UDC to provide for infill development strategies.

1.5.2 Partner with **Support** LSU, Southern University and BRCC to create new student housing options within walking distance of each campus.

~~1.5.2 Create incentives for mixed-use development in small area plan districts.~~

~~1.5.3 Ensure compliance of Unified Development Code (UDC) with the Comprehensive Plan; adjust UDC to encourage a range of housing types.~~

~~1.5.4 Ensure that high efficiency, small single family, cottage homes, townhomes, livework, and multi-family homes are permitted by right in inner neighborhoods and university districts.~~

~~1.5.5 Create an infill development toolkit as a resource for developers.~~

~~1.5.6 Streamline the use of CDBG, HOME and other HUD funds to support housing goals.~~

Housing Goal 2

Coordinate housing planning with the region.

Objective 2.1

Coordinate housing planning with long-range land use and transportation planning in Central, Baker, and Zachary.

Actions that support objective 2.1:

2.1.1 Maintain and build strong working relationships with planning staff and commissioners in Central, Baker and Zachary.

2.1.2 Share GIS and housing data with neighboring jurisdictions.

~~2.1.3 Hold intergovernmental meetings and continuing education events to increase opportunities for collaboration. (move to Intergovernmental Coordination)~~

Housing Goal 3

Ensure that the Parish's existing neighborhoods are stable and strong.

Objective 3.1

~~Provide oversight of neighborhood coordination activities.~~ **Promote a transparent development review process.**

Actions that support objective 3.1:

3.1.1 ~~Direct~~ **Develop** a centralized clearinghouse for neighborhood programs and activities.

3.1.2 Improve communications between the City-Parish and neighborhood associations.

3.1.3 Promote educational workshops on the maintenance, care and repair of housing, including low-cost techniques.

3.1.4 Facilitate and coordinate grant applications from housing-related agencies.

3.1.5 Coordinate support services to first-time home owners to help ensure timely payment of notes, maintenance of structure, and fulfillment of loan requirements.

Part 3: Goals, Objectives and Actions

Objective 3.2

Strengthen neighborhoods that are lagging behind the Parish as a whole.

~~Promote a transparent development review process that is consistent with housing guidelines, Comprehensive Plan and other City-Parish plans.~~

Actions that support objective 3.2:

~~3.1.1 Provide adequate resources in the Office of the Planning Commission and the Office of Community Development to administer new or modified regulations for zoning and subdivision development (consistent with new Comprehensive Plan);~~

3.2.1 Work closely with the RDA to monitor plan implementation in ~~designated~~ lagging redevelopment areas.

~~3.1.3 Ensure safety of neighborhood residents through partnerships with the Baton Rouge Police Department.~~ (move to Urban Design & Neighborhoods)

~~3.1.4 Maintain an efficient system within the Citizens Service Office to record citizen complaints and provide a system to report actions taken.~~ (move to Urban Design)

~~3.1.5 Promote activities of the East Baton Rouge Parish Historic Preservation Commission.~~

3.2.2 Develop improved procedures to speed up condemnation of abandoned property and provide adequate funding for condemnation and demolition of dilapidated and dangerous properties.

3.2.3 Seek legislation to ensure the ability to attain clear title to properties acquired

through the adjudicated properties process.

3.2.4 Promote grant funding for City-Parish neighborhood improvement, including code enforcement and facade improvement regulation and compliance with the consent decree.

3.1.8 Coordinate the Comprehensive Plan and Capital Improvements Plan to ensure that expenditures are consistent with the Plan.

Objective 3.2

~~Provide oversight of neighborhood coordination activities.~~

Actions that support objective 3.2:

~~3.2.1 Direct Develop a centralized clearinghouse for neighborhood programs and activities.~~

~~3.2.2 Improve communications between the City-Parish and neighborhood associations.~~

~~3.2.3 Promote educational workshops on the maintenance, care and repair of housing, including low-cost techniques.~~

~~3.2.4 Facilitate and coordinate grant applications from housing-related agencies.~~

~~3.2.5 Coordinate support services to first-time home owners to help ensure timely payment of notes, maintenance of structure, and fulfillment of loan requirements.~~

Housing Goal 4

Coordinate housing and economic development efforts.

Objective 4.1

Meet the housing needs of major Baton Rouge employment clusters.

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Part 3: Goals, Objectives and Actions

Actions that support objective 4.1:

- 4.1.1 ~~Implement~~ **Develop** balanced housing targets for the region.
- 4.1.2 ~~Create~~ **Support the creation of** an Employer Assisted Housing (EAH) program in which major employers provide incentives for their employees to live nearby.
- 4.1.3 Ensure that every home has the infrastructure to connect to high speed broadband Internet.

Housing Goal 5

Promote resilient sustainable, energy-efficient housing in all transportation-efficient neighborhoods.

Objective 5.1

Ensure that East Baton Rouge Parish residents have housing options that result in lower energy and transportation costs.

Actions that support objective 5.1:

~~5.1.1 Encourage development in downtown Baton Rouge, the City's inner neighborhoods, and in transportation-efficient locations across the City-Parish.~~

~~5.1.2 Promote transit-oriented developments via housing incentives with transit investments for future bus, bus rapid transit and streetcar lines.~~

~~5.1.3 Create a streamlined permitting process to encourage sustainable building practices. DEPT of DEV~~

~~5.1.4 Create development incentives (FAR or density bonuses, reduced parking~~

~~requirements, etc.) for projects that use high efficiency building technologies.~~

~~5.1.5 Promote reuse of existing structures and create development incentives for adaptive reuse of existing structures.~~

5.1.6 Promote sustainable building practices including: energy efficiency, material efficiency, waste reduction, and durability.

5.1.7 Create a program to provide low-interest loans for energy retrofits.

Actions that support objective 5.1:

5.1.1 Encourage development in downtown Baton Rouge, the City's inner neighborhoods, and in transportation-efficient locations across the City-Parish.

5.1.2 Promote transit-oriented developments via housing incentives with transit investments for future bus, bus rapid transit and streetcar lines.

5.1.3 Create a streamlined permitting process to encourage sustainable building practices.

5.1.4 Create development incentives (FAR or density bonuses, reduced parking requirements, etc.) for projects that use high efficiency building technologies.

5.1.5 Promote reuse of existing structures and create development incentives for adaptive reuse of existing structures.

5.1.6 Promote sustainable building practices including: energy efficiency, material efficiency, waste reduction, and durability.

5.1.7 Create a program to provide low-interest loans for energy retrofits.